

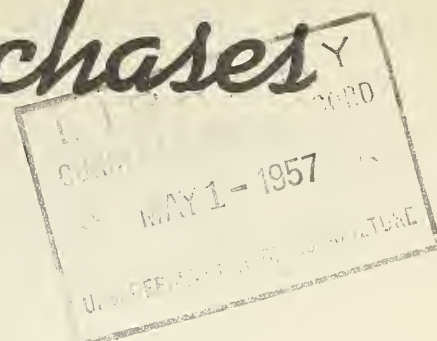
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# Consumer Purchases of Selected FRUITS AND JUICES



in NOVEMBER

1956



UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

CPFJ - 37

Agriculture - Washington

February 1957

## PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES  
IN NOVEMBER 1956

The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Consumers purchased about 5 percent less frozen concentrated fruit juices in November 1956 than in November 1955. Decreased purchases of frozen concentrated orange juice accounted for about half of the decline (table 1).

Total purchases of canned single-strength juices were almost unchanged in November 1956 as compared to November 1955. However, purchases of the two major canned single-strength citrus juices--orange and grapefruit--were down about 9 percent (table 2).

In November 1956, householders purchased less frozen concentrated lemonade, but a substantially larger quantity of canned single-strength orangeade than in November 1955.

Consumer purchases of fresh oranges and grapefruit in November 1956 were down 17 and 20 percent, respectively, from November a year earlier. However, purchases of lemons and tangerines were 12 and 44 percent greater, respectively, than in the same month in 1955 (table 3).

Frozen Juices, Refrigerated Juices, and Aides: In November 1956, household consumers purchased 4.8 million gallons of frozen concentrated orange juice. This was the smallest quantity purchased in November in any year since 1953.

The decline in total purchases of frozen orange juice was due to only 28.6 percent of United States families buying the product in November 1956 as compared to 30.2 percent buying in November 1955. The average price paid in November 1956, 16.7 cents per 6-ounce can, and the average quantity purchased per family, 44.4 ounces, were both up fractionally (fig. 4).

Consumers purchased 70,000 gallons of frozen concentrated grapefruit juice in November 1956, a 29 percent smaller volume than in October 1956. Data for this product was not obtained in 1955. The decrease in purchases was due to both a smaller average per family purchase--17.3 ounces in November as compared to 19.9 ounces purchased in October--and to a slight decrease in the proportion of the Nation's families buying this product. Prices averaged 13.8 cents per 6-ounce can (table 1).

Data for chilled orange juice were obtained for the first time in October 1956. Consumers purchased 1.3 million gallons of chilled orange juice in November 1956, about 150,000 gallons more than in October. In contrast,

purchases of frozen concentrated orange juice were down from October. While the proportion of families buying chilled orange juice decreased slightly, the average monthly quantity purchased increased by 24 percent, to nearly 124 ounces per buying family. Price per quart increased 0.5 cent in November to 37.3 cents.

Householders purchased about 148,000 gallons of frozen concentrated lemonade in November 1956, about 58 percent less than in the preceding month, and 15 percent less than was purchased in November 1955. Purchases of this product were the lowest for any November since 1952 (fig. 5).

About 2 percent of United States families bought frozen concentrated lemonade in both November 1956 and November 1955, but their average purchase of 20.7 ounces in November 1956 was 6 percent less than the average quantity purchased in the previous November. The November 1956 price of 14.3 cents per 6-ounce can was 0.3 cent higher than the November 1955 price.

In November 1956, consumers purchased about 466,000 cases (equivalent No. 2 cans) of single-strength orangeade, a 4 percent smaller volume than in October, but a 43 percent increase over November 1955. The increase over November 1955 was due principally to a higher average purchase per buying family of 122 ounces compared to 108 ounces. The proportion of families purchasing orangeade also increased. The average price of 27.2 cents paid for a 46-ounce can was almost unchanged.

Canned Juices and Fruit: In November 1956, household consumers purchased 834,000 cases (equivalent No. 2 cans) of canned single-strength orange juice, an increase of about 8 percent over October, but a 13 percent decrease compared to November 1955. Except for August and October 1956, the November 1956 purchase volume was the smallest for any month since reporting began on this product in January 1949 (table 2).

With the exception of October 1956, the proportion of families that bought orange juice was the lowest since the beginning of this series. Prices paid in November averaged 36.6 cents per 46-ounce can, about 10 percent higher than in November 1955 (fig. 6).

Consumer purchases of canned single-strength grapefruit juice also continued to decline. The November purchase of 813,000 cases (equivalent No. 2 cans) of grapefruit juice was 5 percent less than in November 1955 and was the smallest quantity purchased in any month since December 1954. About 7.2 percent of United States families bought grapefruit juice in November 1956, the smallest proportion of families since this series of reports began. The November 1956 price was 28.6 cents per 46-ounce can, 3.1 cents higher than for November 1955.

Householders purchased 42,000 cases (equivalent No. 2 cans) of single-strength lemon juice in November 1956, a 31 percent larger volume than in November 1955. Larger total purchases resulted from an increase in both the number of families purchasing and in the average quantity bought per buying family. In November 1956, consumers paid an average of 11.7 cents for lemon juice purchased in 5-1/2 and 6-ounce cans, 1.2 cents less than in November 1955.

Consumer purchases of prune juice in November 1956 amounted to 662,000 cases (equivalent No. 2 cans), up 20 percent from November 1955. This increase was due to a rise in both the proportion of families buying and in the average quantity purchased by those families. Prices were unchanged from November 1955.

About 1.7 million cases (equivalent No. 2 cans) of tomato juice were purchased by consumers in November 1956 as compared to 1.8 million cases in November 1955. This decrease in purchases was due to fewer families buying the product as the average quantity purchased was slightly larger than in November a year earlier.

Purchases of tomato juice in November 1956 slightly exceeded the combined purchases of single-strength orange and grapefruit juices, and the number of families purchasing tomato juice was more than twice that purchasing either orange or grapefruit juice.

Data for canned grapefruit sections were obtained for the first time in October 1956. Householders bought 313,000 cases (equivalent No. 2 cans) of this product in November 1956--an 18 percent decrease from October. The 5.6 percent of families buying was down about 1 percentage point and the 53 ounces purchased per family was down 6 percent compared with October. The price paid per 303 can, however, was almost unchanged at 18 cents.

Fresh Fruit: Household consumers purchased nearly 2.0 million boxes of fresh oranges in November 1956. This was a decrease of 17 percent from November 1955, and was the lowest volume purchased in November since this series of data was begun in 1949. In comparison to November 1955, purchases of California-Arizona oranges were off 11 percent; Florida oranges 21 percent; and unidentified oranges were off 15 percent (fig. 7).

Consumer purchases of fresh oranges in November 1956 were 51 percent larger than in October 1956, primarily because of greatly increased purchases of Florida oranges. Householders, however, purchased only 746,000 boxes of California-Arizona oranges in November 1956, the smallest monthly volume reported since August 1954 (fig. 8).

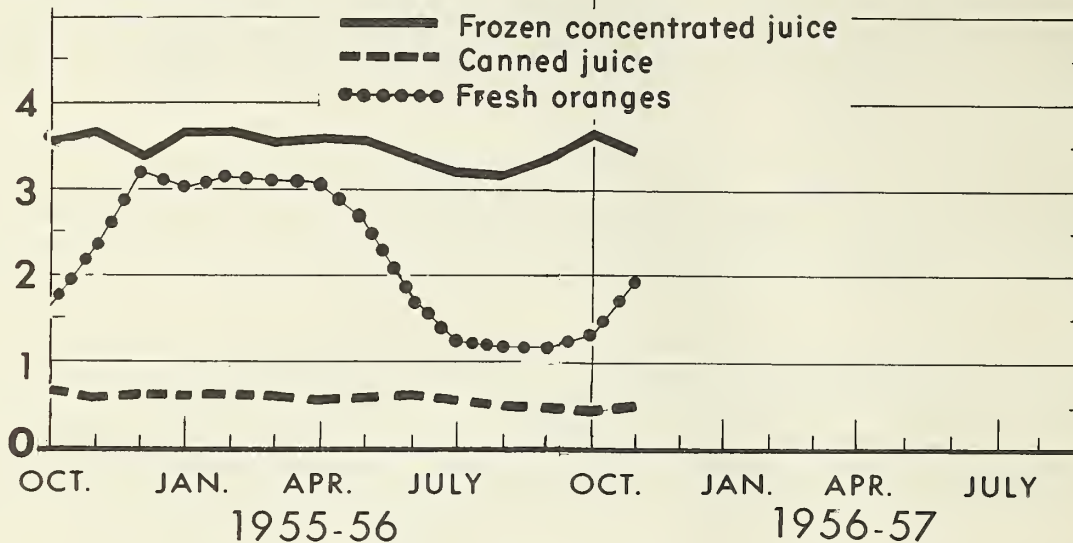
In November 1956, 25 percent of the Nation's families purchased 1.4 million boxes of fresh grapefruit. While this was about three times the October purchases, it was about 20 percent less than November 1955 purchases. The smaller volume of purchases of grapefruit was largely due to a decrease in the proportion of families buying. Purchases of grapefruit from all producing areas were lower except for California-Arizona, which showed a 9 percent increase.

Householders' purchases of fresh lemons in November 1956 were up 12 percent from November 1955. The proportion of families buying lemons was almost unchanged, but those buying purchased more lemons than in November a year earlier.

Householders purchased 252,000 boxes of tangerines in November 1956, or 44 percent more than in November 1955. The increased purchases were due to both a larger proportion of families buying and to a larger average purchase.

# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS

MIL. BOXES \*



\*FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

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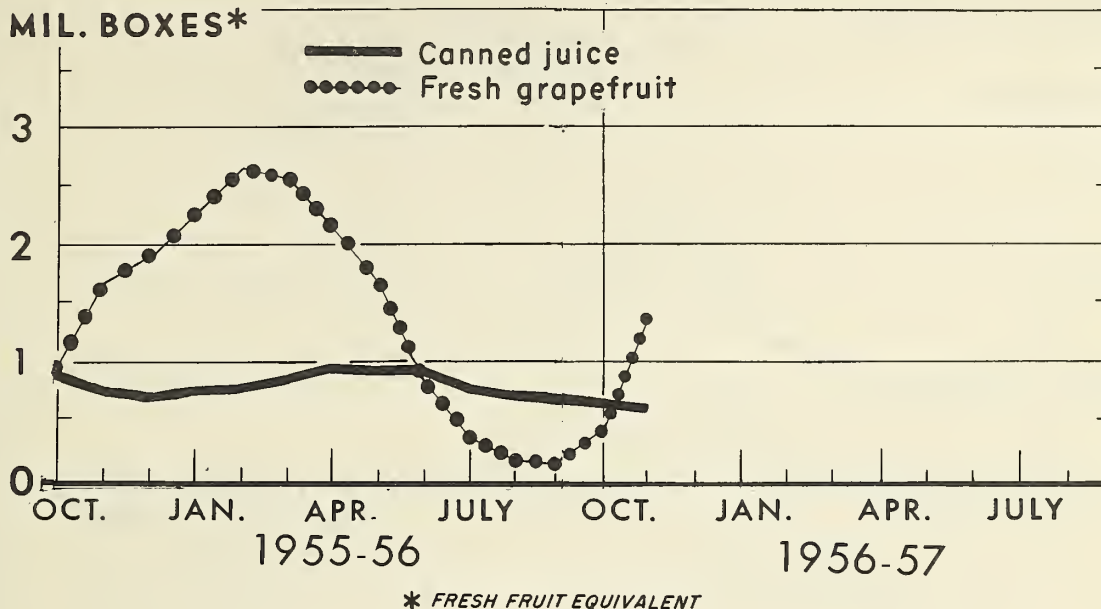
Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1955 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Total	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	1,301	1,643	3,620	3,597	459	688	5,928	5,928
November.....	1,961	2,350	3,440	3,621	494	594	5,895	6,565
December.....		3,270		3,395		647		7,312
October-December 1/.....		8,020		11,471		2,088		21,579
January.....		3,008		3,671		648		7,327
February.....		3,142		3,649		645		7,436
March.....		3,126		3,569		612		7,307
October-March 1/.....		18,166		23,406		4,155		45,727
April.....		3,055		3,603		578		7,236
May.....		2,617		3,565		602		6,784
June.....		1,726		3,390		610		5,726
October-June 1/.....		26,041		34,916		6,078		67,035
July.....		1,268		3,201		534		5,003
August.....		1,160		3,147		484		4,791
September.....		1,129		3,310		499		4,938
Season 1/.....		29,875		45,455		7,480		82,810

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



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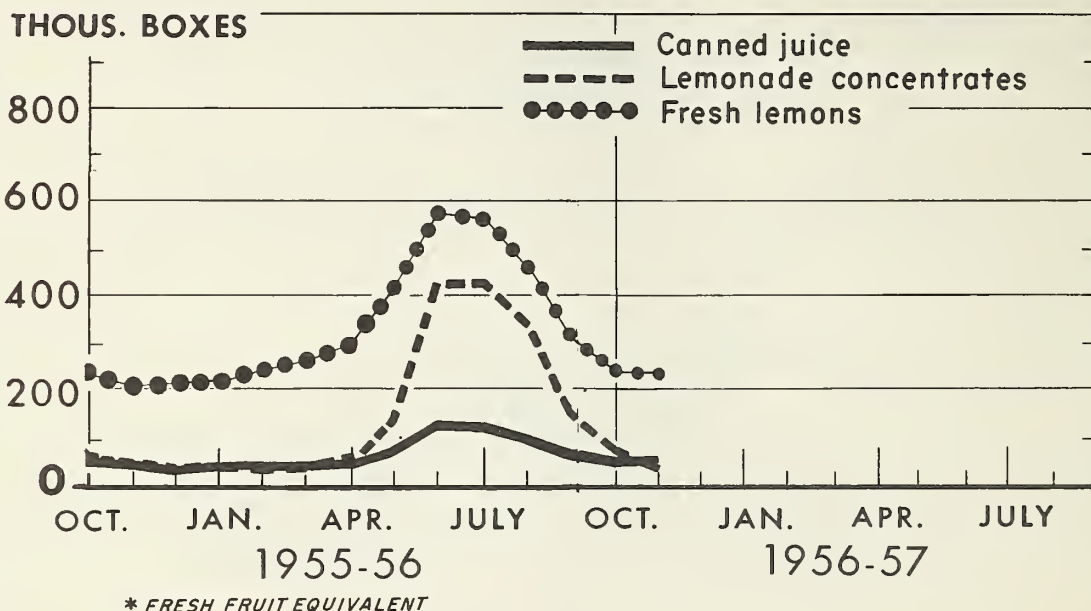
Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1955 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice		Total	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000	1,000	1,000	1,000	1,000	1,000
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
October.....	444	984	674	813	1,118	1,797
November.....	1,359	1,695	620	674	1,979	2,369
December.....		1,932		732		2,664
October-December 1/.....		5,165		2,407		7,572
January.....		2,246		754		3,000
February.....		2,672		788		3,450
March.....		2,543		857		3,400
October-March 1/.....		13,370		5,006		18,376
April.....		2,165		940		3,105
May.....		1,668		926		2,594
June.....		860		940		1,800
October-June 1/.....		18,411		8,029		26,440
July.....		353		768		1,121
August.....		184		705		889
September.....		161		679		840
Season 1/.....		19,142		10,349		29,491

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF LEMON PRODUCTS BY CONSUMERS



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Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1955 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	248	228	53	39	74	49	75	53	376	320
November.....	32	207	44	35	31	37	32	39	308	281
December.....		216		36		31		34		286
October-December 3/.....		713		129		125		133		975
January.....		218		37		32		37		292
February.....		242		42		34		36		320
March.....		261		42		37		40		343
October-March 3/.....		1,492		262		236		255		2,009
April.....		288		46		58		59		393
May.....		416		71		135		138		625
June.....		573		124		410		425		1,122
October-June 3/.....		2,876		528		894		937		4,341
July.....		563		117		415		426		1,106
August.....		457		96		341		351		904
September.....		309		65		137		141		515
Season 3/.....		4,303		815		1,870		1,940		7,058

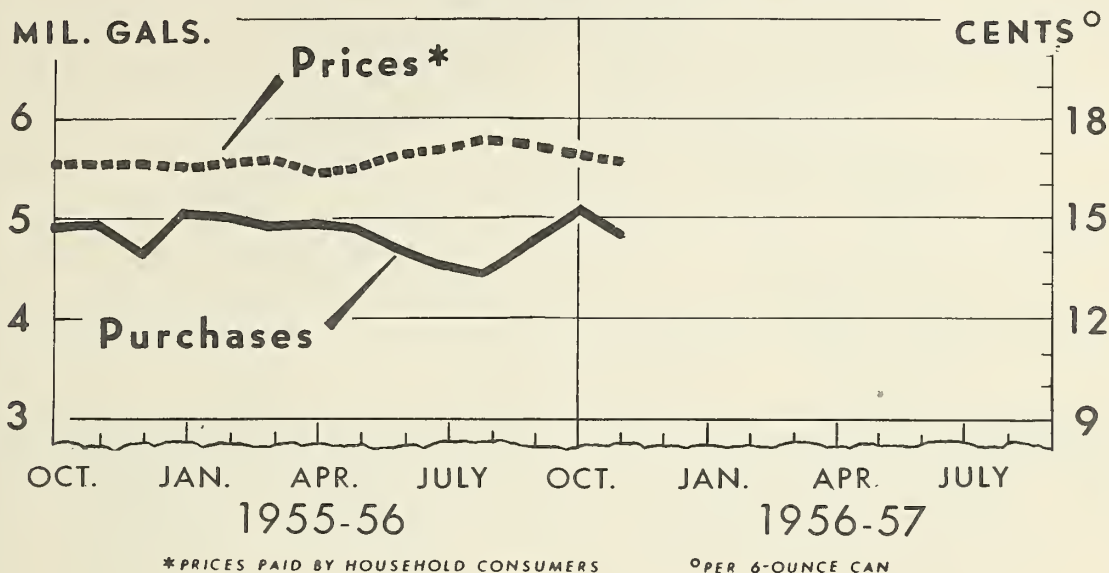
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

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Figure 4

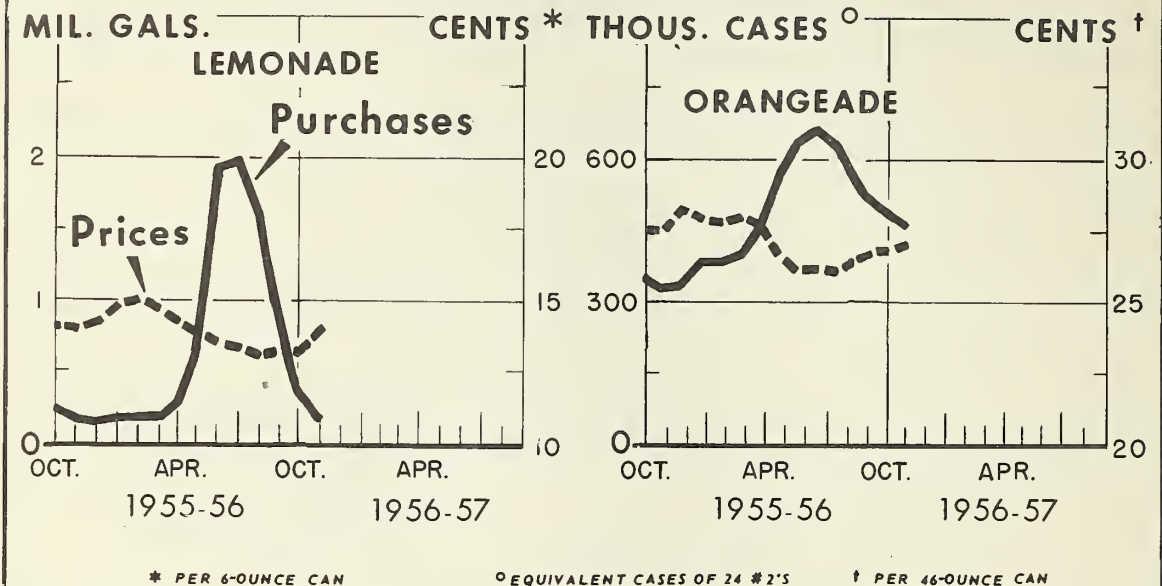
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1955 to date

Period	Purchases		Average price per 6 oz. can	
	1956-57 1,000 gallons	1955-56 1,000 gallons	1956-57 Cents	1955-56 Cents
October.....	5,070	4,962	17.0	16.6
November.....	4,818	4,995	16.7	16.6
December.....		4,683		16.7
October-December 1/.....		15,822		
January.....		5,043		16.6
February.....		5,012		16.7
March.....		4,903		16.8
October-March 1/.....		32,216		
April.....		4,970		16.4
May.....		4,917		16.5
June.....		4,676		16.8
October-June 1/.....		48,092		
July.....		4,515		17.0
August.....		4,439		17.3
September.....		4,669		17.2
Season 1/.....		62,957		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

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Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1955 to date

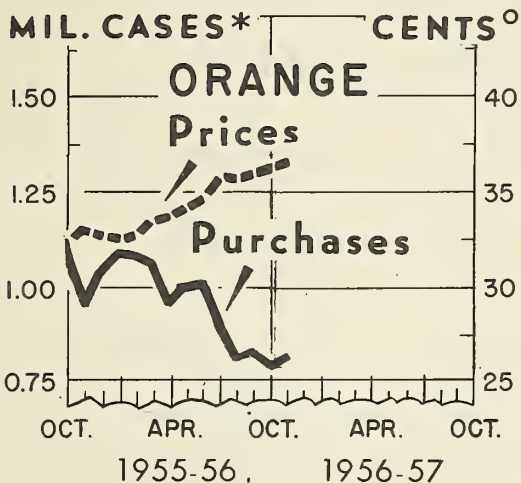
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	350	230	13.4	14.0	484	351	26.9	27.5
November.....	148	174	14.3	14.0	466	326	27.2	27.3
December.....		147		14.3		330		28.2
October-December 2/.....		593				1,071		
January.....		153		14.8		379		27.9
February.....		163		14.8		379		27.6
March.....		177		14.7		393		28.0
October-March 2/.....		1,121				2,348		
April.....		273		14.2		446		27.6
May.....		640		13.8		563		26.7
June.....		1,942		13.6		634		26.2
October-June 2/.....		4,239				4,106		
July.....		1,966		13.3		660		26.2
August.....		1,614		13.1		627		26.1
September.....		648		13.3		522		26.6
Season 2/.....		8,866				6,087		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

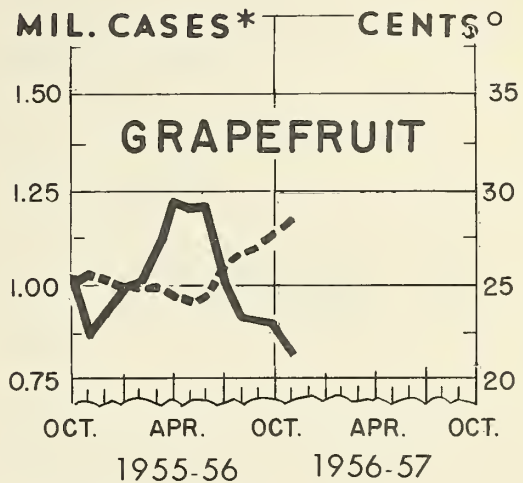
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# CANNED CITRUS JUICES

## Consumer Purchases and Prices Paid



\*EQUIVALENT CASES OF 24 #2's



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3781-57 (2) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1955 to date

Period	Orange				Grapefruit			
	Purchases		Average price per 46 oz. can		Purchases		Average price per 46 oz. can	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	775	1,104	36.4	32.3	884	1,033	27.9	25.3
November.....	834	954	36.6	33.0	813	857	28.6	25.5
December.....		1,038		32.8		930		25.2
October-December 2/.....		3,351				3,059		
January.....		1,081		32.7		981		24.9
February.....		1,077		33.1		1,025		24.8
March.....		1,021		33.5		1,114		24.8
October-March 2/.....		6,801				6,439		
April.....		960		33.5		1,223		24.5
May.....		1,000		34.2		1,204		24.4
June.....		1,013		34.5		1,221		24.6
October-June 2/.....		9,996				10,370		
July.....		898		35.7		1,007		26.0
August.....		814		35.6		924		26.6
September.....		839		36.2		890		27.3
Season 2/.....		12,751				13,410		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

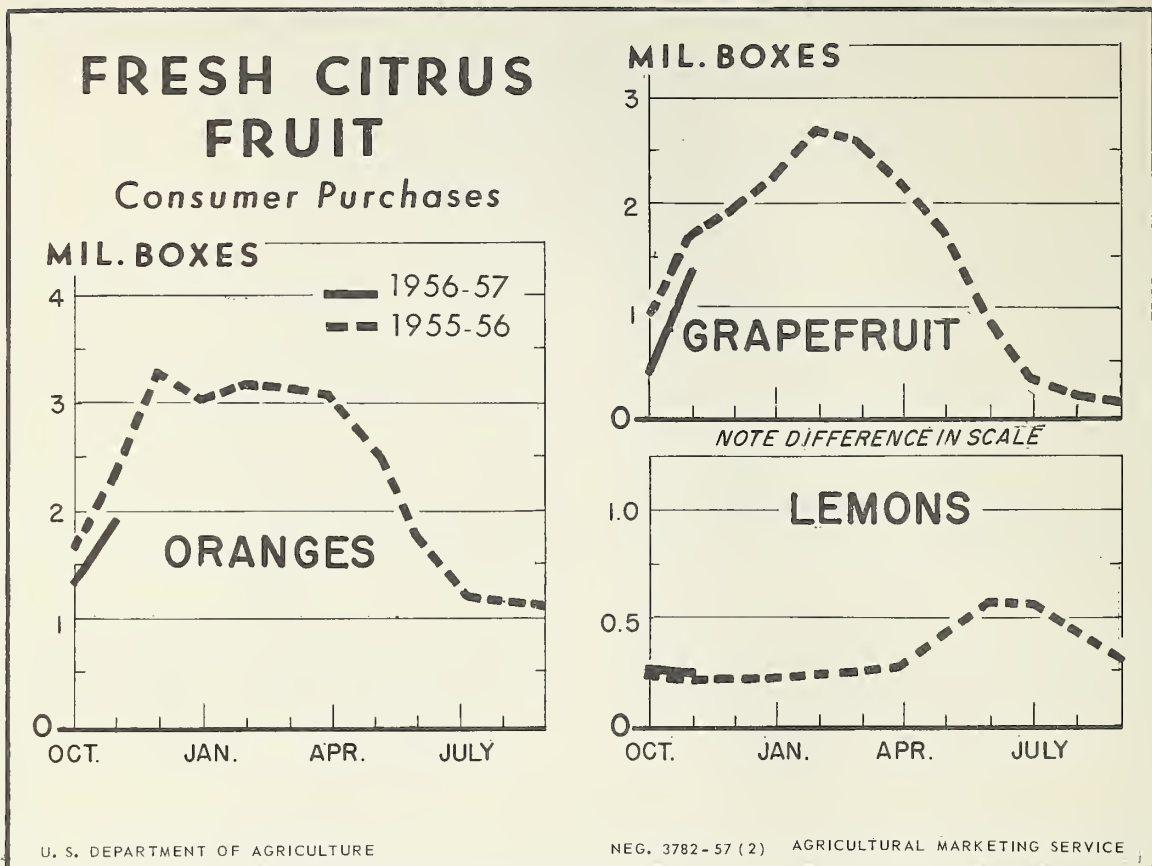


Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1955 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	1,301	1,643	45.2	42.1	444	984	118.7	90.7	248	228	46.2	43.9
November.....	1,961	2,350	40.0	37.9	1,359	1,695	90.0	80.1	232	207	47.5	45.5
December.....		3,270		39.4		1,932		77.8		216		46.8
October-December 1/.....		8,020				5,165				713		
January.....		3,008		41.4		2,246		77.9		218		48.1
February.....		3,142		43.7		2,672		73.4		242		46.3
March.....		3,126		44.9		2,543		76.0		261		44.6
October-March 1/.....		18,166				13,370				1,492		
April.....		3,055		45.8		2,165		81.1		288		42.5
May.....		2,617		51.5		1,668		91.3		416		40.2
June.....		1,726		53.0		860		100.5		573		44.0
October-June 1/.....		26,041				18,411				2,876		
July.....		1,268		45.8		353		105.6		563		44.6
August.....		1,160		43.0		184		108.8		457		43.9
September.....		1,129		44.7		161		120.5		309		45.8
Season 1/.....		29,875				19,142				4,303		

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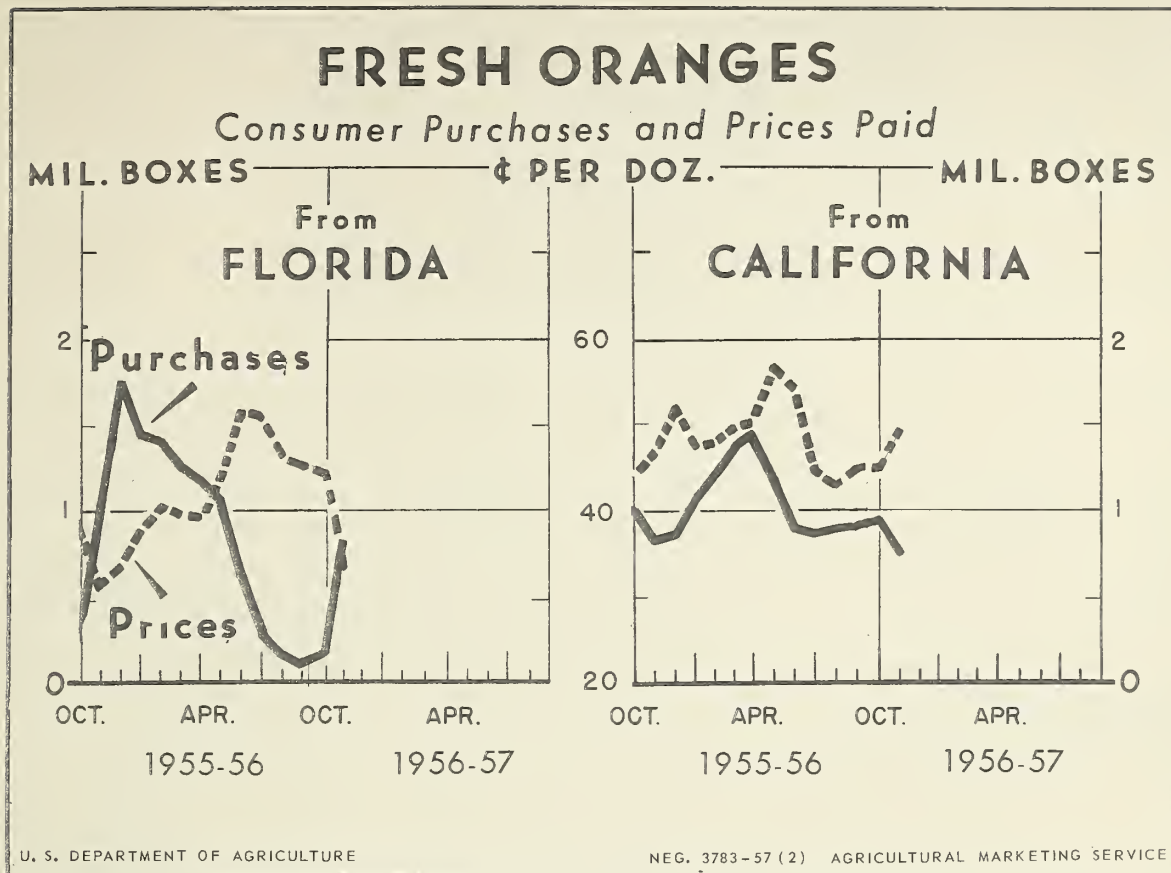


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1955 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	166	390	44.9	36.8	938	1,009	45.6	44.6
November.....	855	1,081	33.4	32.0	746	842	48.6	47.0
December.....		1,765		33.8		871		52.2
October-December 1/.....		3,618				2,953		
January.....		1,427		37.5		1,063		47.4
February.....		1,399		40.2		1,191		48.0
March.....		1,261		39.6		1,384		49.8
October-March 1/.....		8,070				6,944		
April.....		1,186		39.7		1,458		50.3
May.....		1,065		44.5		1,190		56.9
June.....		596		51.5		892		54.1
October-June 1/.....		11,137				10,679		
July.....		248		50.8		859		44.8
August.....		144		46.8		870		42.8
September.....		86		45.1		886		44.7
Season 1/.....		11,639				13,515		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Frozen juices, refrigerated juices, and ades: U. S. total consumer purchases and average price, November 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1956	1955	1956	1955	Purchases		Quantity per purchase			1956	1955
					1956	1955	1956	1955			
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange.....	28.6	30.2	4,818	4,995	2.2	2.3	20.2	19.2	6	16.7	16.6
Grapefruit.....	1.1	<u>1/</u>	70	<u>1/</u>	1.2	<u>1/</u>	14.4	<u>1/</u>	6	13.8	<u>1/</u>
Other concentrates.....	<u>2/</u>	<u>2/</u>	380	527	<u>2/</u>	<u>2/</u>	12.9	14.9	6	18.5	15.5
Total.....	30.1	31.9	5,268	5,522	2.4	2.5	19.3	18.5			
Refrigerated juice											
Chilled orange juice.....	2.7	<u>1/</u>	1,296	<u>1/</u>	3.2	<u>1/</u>	38.7	<u>1/</u>	<u>3/</u>	37.3	<u>1/</u>
Concentrated ades											
Frozen											
Lemonade.....	1.9	2.0	148	174	1.4	1.5	14.8	14.7	6	14.3	14.0
Shelf-pack											
Orangeade.....	<u>4/</u>	1.1	<u>4/</u>	97	<u>4/</u>	1.6	<u>4/</u>	15.0	6	<u>4/</u>	17.1
Single-strength ade											
Canned orangeade.....	3.4	2.8	466	326	1.7	1.7	71.9	63.8	46	27.2	27.3

1/ Data not obtained for this period.  
2/ Information not available.  
3/ Per equivalent quart.  
4/ Too few purchases reported for analysis.

Table 2.--Canned fruit and single-strength juices: U. S. total consumer purchases and average price, November 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1956	1955	1956	1955	1956	1955	1956	1955		1956	1955
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned fruit											
Grapefruit sections.....	5.6	2/	313	2/	1.4	2/	38.0	2/	3/ 16	18.0	2/
Canned juices											
Orange.....	8.0	9.5	834	954	1.7	1.7	52.7	53.9	46	36.6	33.0
Grapefruit.....	7.2	8.0	813	857	1.6	1.6	61.7	61.2	46	28.6	25.5
Lemon.....	1.8	1.6	42	32	1.4	1.3	15.1	14.3	5½	11.7	12.9
Prune.....	7.6	7.4	662	553	1.9	1.8	41.0	37.6	32	32.6	32.6
Tomato.....	16.8	18.4	1,670	1,830	1.6	1.5	56.0	57.1	46	27.7	26.6
Total 4/.....	45.9	46.8	6,781	6,826	2.5	2.6	50.9	50.8			

1/ Equivalent cases of No. 2 cans--432 ounces per case.  
2/ Data not obtained for this period.  
3/ Net weight 1 lb. (No. 303 can).  
4/ Includes other canned single-strength juices.

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, November 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1956	1955	1956	1955	1956	1955	1956	1955	1956	1955
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona.....	18.2	18.5	746	842	1.7	1.8	12.1	12.0	48.6	47.0
Florida.....	16.4	19.8	855	1,081	1.6	1.7	14.8	14.8	33.4	32.0
Unidentified.....	8.4	9.2	294	345	1.3	1.4	12.9	12.1	37.7	36.0
Total <u>1/</u> .....	37.7	41.7	1,961	2,350	1.9	1.9	13.4	13.2	40.0	37.9
Grapefruit										
California-Arizona.....	2.0	2.0	76	70	1.3	1.5	4.7	4.4	98.3	99.1
Florida.....	15.8	18.4	838	1,032	1.7	1.8	5.0	5.1	90.7	78.5
Unidentified.....	8.5	10.9	344	461	1.4	1.4	4.7	4.7	89.2	81.0
Total <u>1/</u> .....	24.6	29.1	1,359	1,695	1.8	1.9	5.0	5.0	90.0	80.1
Lemons.....	17.2	17.3	232	207	1.5	1.4	6.3	6.0	47.5	45.5
Tangerines.....	7.4	5.4	252	175	1.2	1.1	9.7	9.7	45.1	46.9

1/ Includes small purchases of Texas fruit.

